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PELARGONIUMS

125 Varieties

GERANIUMS • 25 Varieties

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U. S. Department of Agriculture



MARIE VOGEL

GLENDALE CREST NURSERY

FORMERLY MOOREN NURSERY
(GEO. MOOREN)

1441 East Chevy Chase Drive

Phone Citrus 2-5249

Glendale, Calif.

Martha Washington Geraniums

(PELARGONIUM DOMESTICUM)

Azalea-Flowered Types

One of the most useful and beautiful summer flowering plants which can be offered in California. The named varieties listed herein are of compact growth, producing good, dark green foliage which is covered with the many azalea-like blossoms of lovely shadings.

The Martha Washington geraniums will thrive in any soil where they have a reasonable amount of good drainage and sunshine. They enjoy a pruning upon completion of their flowering period and should be fertilized in the early spring with a light dose of Vigoro or Gaviota fertilizer.

For the gardens near the seacoast, there is no flower that will produce the array of color, with the least amount of care, that these plants will during the summer months.

In this list, we have attempted to describe verbally the color shadings in the flower according to the name under which it is now known, but no one can do justice to the flowers by a verbal description.

Standard Varieties

- Azalea**—Rosy red. Free bloomer and very large flowers and clusters. Two upper petals darker with blotches, lower petals lighter colored. Strong grower and very popular.
- Sue Jarrett (1935)**—Salmon pink with unusual markings. Largest flowers of any variety. Early bloomer.
- Earliana (1937)**—Resembles Mrs. Layal. Flowers are orchid, variegated, purple and violet. Very early bloomer.
- Edith North**—Color salmon pink, shaded deeper on upper petals, blotches dark brown. It is a very vigorous grower, holding its trusses of flowers well above the foliage.
- Orchid Edith North (1935)**—Orchid pink sport of Edith North. Darker blotches on the two upper petals. Strong, upright healthy grower and an early bloomer.
- Springtime**—Flowers daintily ruffled. Distinctive bright pink color with throat of the flower almost pure white. Very long period of bloom, beginning in April.
- Easter Greeting**—Flowers a bright red, each petal marked with a large black blotch. Variety remarkable because of its long blooming season, beginning in March.
- Lucy Becker**—Sport of Easter Greeting and is like it in everything but color, which is a pleasing rosy pink. A very free bloomer and a grand variety.
- Wurtembergia**—A sport of Easter Greeting. Much deeper red than its parent. A tall grower.
- Mme. Tibout**—Delicate Dresden pink with white center.
- Verna**—Light salmon, dark eyes.
- Sangunea**—Red with dark eyes.
- Wolfgang von Goethe**—Dark red petals with dark spots.
- Prince Bismark**—Lavender, black blotches. Very large flowers, ruffled.
- The Princess**—Lavender novelty.
- Blue Mabel**—Dark carmine with velvety black blotches.
- Swabian Maid**—Fine sport of Easter Greeting with salmon flowers of large size, strikingly set off by black blotches at the base of each petal.
- Beautiful**—Pink sport of Easter Greeting.
- German Glory**—Large clusters of amaranth pink flowers. Robust growth and a splendidly shaped plant.
- Gardener's Joy**—White with blotches of deep brown. Large clusters of flowers and beautiful foliage. Same as "Mother."
- Lavender Queen**—Beautiful lavender color with large head of bloom. Long flowering period.



THE PRINCESS

Mrs. Loyal—True pansy pelargonium. Coloring is white, dark purple, black, etc. Begins blooming early in March. One of the best early varieties.

Chicago Market—Large blush pink flowers with deeper color in throat. Dwarf habit. Veinings in all petals.

Diener's Giant—Deep pink and rich color. Large flower. Excellent variety.

Pink Gardener's Joy—Salmon pink with dark eyes. Early bloomer and an excellent variety.

Bertha Wagner—Large pansy type. Rose pink. Lovely early variety.

Ethelyn—Pansy type. Rich salmon rose. Early bloomer. Very good.

Edith Cavell—Striking color, white with maroon eyes. Large flower. Free early bloomer.

Richard Diener's Varieties

Santa Monica—Light rose pink with carmine blotches. Very large flowers. Early variety.

Ruth W. McAfee—Beautiful salmon color. Large flowers. Early with a very long period of bloom.

Beverly Hills—Amaranth pink. An improved German Glory with larger and better flower. Early bloomer and good grower.

Mrs. Mary Bard—Pure white with light pink veinings.

Giant Venus—Salmon. Early blooming. Similar to Swabian Maid but richer color and larger flowers.

Glendale—Medium rose with blotches. Early and strong grower. Resembles Easter Greeting, but with larger flowers and clusters.

San Diego—Purple. Early and free bloomer.

Vera N. Watt—Light salmon pink, large flowers. Early variety. Good bloomer.

Mrs. F. Bachler (1937)—Deep rose-red. Similar to Easter Greeting, except better shape and darker, richer color. Best of Diener's varieties.

Pasadena—Rose color with maroon spots in two upper petals. Single flowers three inches in diameter.

New Pelargoniums

Empress of Russia—Deep purple with white border.

Marie Rober—One of the darkest ever produced. Purple magenta to black.

Martha Washington. The original. Gorgeous cherry red with dark brown markings. Light edge.

Mrs. Harrison—Dark pink with white edge, ruffled. Double.

Salmon Queen—Delicate salmon coloring.

Anita—Center of flower white, margined bright rose, upper petals feathered dark crimson. Lovely.

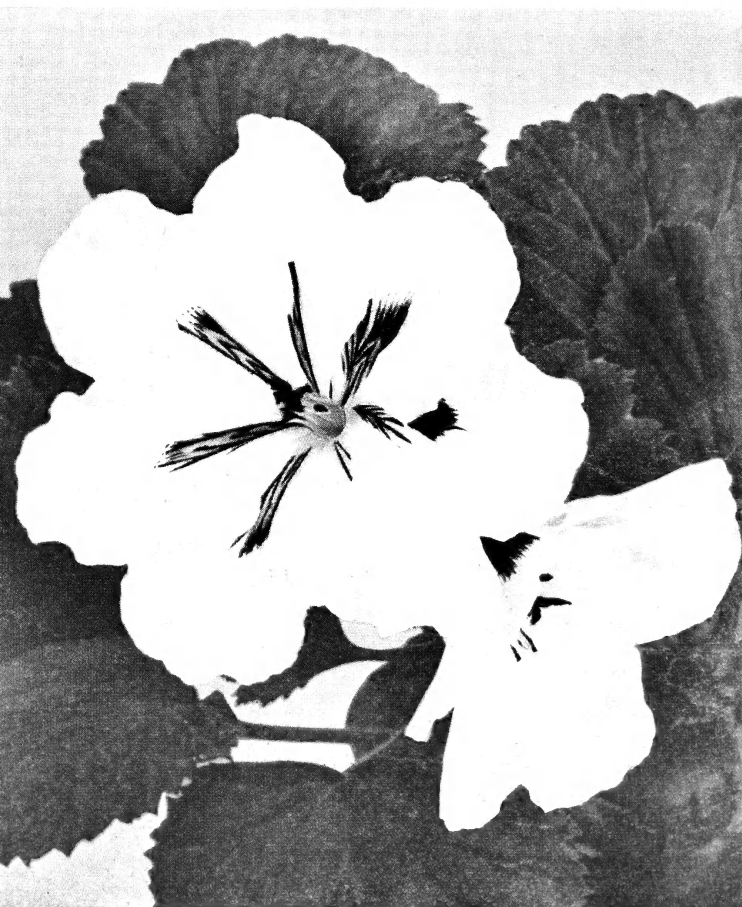
Mabel—Red with dark eye, white center.

Dorothy—Soft blush pink, blotched darker pink.

Andenken and London—Reddish scarlet, center white, upper petals blotched black.

Kate Bornemann—White, dainty overlaid salmon-pink, blotches rich crimson. Fine.

EDITH CAVELL



- Pauline Schroeter**—Deep rosy carmine, with dark blotches.
- Violet**—Light purple blotched with dark violet. Late flowering.
- Milton**—Upper petals blotched dark maroon, surrounded with bright crimson, and edged with rose; lower petals soft pink, shading to white, feathered with crimson. Free flowering.
- John Martin**—Light purplish-maroon. A late bloomer.
- Haille Sellassie**—Medium size flowers, royal purple with darker purple blotches, edge lighter. Novelty.
- Gladys Kellogg**—Glowing red, all petals blotched brown. Trace of violet in center. Striking.
- Salmon Springtime (1938)**—Sport of Springtime. Color is a beautiful salmon rose pink, much darker than its parent. Foliage and growth are very similar but has a much more striking color. Excellent early variety.
- Ida Henley (1938)**—Velvety Maroon sport of Easter Greeting. Color is uniform on each petal with a warm rose tint on the outer edge and deep salmon maroon in the center. Very early with a long period of bloom.
- May Queen (1938)**—Beautiful orchid color with rich maroon upper petals. Very large blooms on long stems, beginning in May.
- Ruth Eleanor (1938)**—Rose pink with large ruffled flowers. Beautiful variety.
- Sunset Magazine**—Very large flowers, upper petals similar to Sue Jarrett pelargonium, lower petals salmon pink, lighter center. Exceptionally fine.
- Baby**—Adorable white flowers flushed pink, small dot on each petal, slightly ruffled.
- Flora Belle Clouse**—Lovely shade of pink, shading to salmon. All petals heavily blotched with dark crimson maroon. Almost perpetual bloomer.
- Cinderella**—A beautiful variety. Two upper petals shell pink, lower petals white with orchid. Early bloomers.
- Gipsy**—Similar to Martha Washington, but darker coloring. Striking.
- Arabia**—Very dark color, with outer edge of petals irregular. Good bloomer.
- De Moor**—Two dark upper petals, lower pink, white center. Compact grower. Early bloomer.
- Delice**—Same markings as Edith Cavell. More striking. Large flowers.
- Johnny Jump Up**—White with two dark spots in upper petals, red spots in lower petals.
- Firefly**—Bright red cut leaf foliage. Long period of bloom.
- Lady Gay**—Rose color, light center.
- Cherry**—Red, with white markings.
- Sunlight**—Color similar to Azalea, except brighter color.
- Rose Marie**—A fine variety. Outer petals pink, white center.
- Saratoga**—Azalea color. Large flowers and foliage.
- Zinfandel**—Dwarf compact grower. Color glowing red, dark spots. Beautiful.
- Felice Hammons**—Dwarf compact grower. Rose color, white center, two red spots. Beautiful.
- C. T. Brock**—Very large flower. Pink and lavender.
- Lady Margaret**—Beautiful orchid, dark markings.
- Palo Alto**—Light lavender, two dark spots. Extra large flowers.
- Jarrett Beauty**—Lavender. Dark spots.
- Crinkly Oriental**—Purple ruffled. Beautiful.
- Our Frances**—Salmon, dark eyes.
- Little Ruby Gem**—Small flower. Fine for banks as ground cover.
- Joyce Brown**—Distinct color in Pelargonium shades of red, no markings. Beautiful.
- Mahogany**—Mahogany color. Light center. A fine variety.
- Bo Peep**—White shaded to pale lavender.
- Majesta**—A beautiful shade of pale lavender with white markings and center.

- Mrs. G. Mooren**—Color marking similar to Majesta, but deeper color. Outstanding.
- Cho Cho Chan**—Orchid. Two dark spots in upper petals, small red spots in lower petals.
- Amanda**—Color same as Andenken of London.
- Bonita**—Orchid with dark spots.
- Elsa Jarrett**—Maroon with darker eyes. Large blossoms. Early.
- Lady Margaret**—Light lavender.
- Louis Butter**—A beautiful shade pink, with white markings.
- Presidio**—Light. Color similar to Mabel, except lighter color.
- Pink Princess**—A beautiful orchid pink.

Recent Varieties from Carl Faiss, Germany

- Marie Vogel**—Red, shaded with salmon, with dark blotches on upper petals. Upright grower. Flowers very large, slightly waved. Free bloomer. Long period of bloom and very early. One of the best. See front cover.
- Grossmama Fischer**—Rich, clear salmon color. Large ruffled flowers with dark blotches. Vigorous, upright grower. Early bloomer.
- Faiss' Triumph**—Light rose pink with white throat. Extra large crimped flowers and compact grower. Beautiful color and very early, beginning to bloom in March.
- Karminkoenigin**—Cerise or carmine red with dark blotches. Dwarf, compact habit with heavy foliage. Blooms large and slightly ruffled. Excellent early variety.
- Mackensen**—Color of flower a fiery rose pink with immense clusters and very pure color without blotches. Upright grower and a very beautiful early blooming variety.
- Fruehlingszauber**—Flowers white with shell pink tint. Dark blotches. Large flowers.
- Neuheit C. Faiss**—Heliotrope violet with deep purple blotches. Free bloomer.
- Otokar Samohrd**—Rose pink, shading to salmon. Ruffled flowers and strong dwarf grower.

GERANIUMS

The zonal Pelargoniums, commonly called Geraniums, are of such value as flowering decorative plants practically the year through that they commend themselves to all who possess gardens and enjoy the superb stretches of color obtainable with them. The newer and improved types which we offer are exceedingly fine and even with the most ordinary attention may be relied upon to produce an uninterrupted display of bloom.

Double and Semi-Double Varieties

- Fiat**—Clear double salmon. One of our best sellers.
- Fiat Enchantress**—Delicate salmon pink semi-double. Blooms profusely. Semi dwarf.
- Red Fiat**—King of all scarlets. Bright orange scarlet. Free bloomer.
- Alphonse Ricard**—Bright vermillion scarlet. Very much in demand.
- Beaute de Poitevine**—Light salmon shrimp. Semi-dwarf. Very popular.
- Irvington Beauty**—Light rose pink, blooms profusely. Very much in demand.
- Mme. Landry**—Brilliant apricot salmon. Constant bloomer. Very choice.
- Imp. Poitevine**—Dark salmon. Same as Mme. Landry.
- White Madonna**—Fine pure double white. Free bloomer.
- Salmon Ideal**—Deep salmon. Color like Red Fiat.
- Radio Red**—Rich velvety red flower. Very popular.
- Red Barney**—Bright dark red. Very free bloomer. Semi dwarf.

Pink Barney—Deep pure pink, excellent free bloomer.

Mme. Buchner—Snow-white flowers.

Ruby—Deep crimson magenta red. Very large trusses.

S. A. Nutt—Dark double red. Outstanding.

Oberle—Peach pink, white center. Blooms profusely.

Jean Viaud—Mauve rose pink shading to distinct salmon at throat. Compact grower.

Maryland—A variety to meet every requirement of a first class Geranium. The color is of the most intense, fiery red and of marvelous beauty.



Single Varieties

Maxime Kovalesky—The nearest approach to orange to be found in Geraniums. A bed in flower conveys the impression of a mass of deep orange colored bloom. Known as Santa Barbara.

Mrs. E. G. Hill—Soft shade of salmon. Large trusses.

S. A. Nutt, Single—Same dark red like the double S. A. Nutt.

Scented Varieties

Skeleton—**Dr. Livingston**—Rose scented, lavender flowers.

Quercifolium—Fair Ellen to Helen—Oakleaf, lavender flowers.

Odoratissimum—Slightly scalloped leaf, nutmeg, whitish flowers.

Tomentosum—Soft velvet leaf, slightly scalloped, peppermint fragrance. White flowers.

Variegated Varieties

Bronze Beauty—Golden bronze foliage, dark zone, pale pink flowers. Ivy leaved Geraniums.

Charles Turner—The best known Ivy Geranium, and for all around purposes one of the most useful. Deep, bright rosy pink with very large flowers.

Etincelant—One of the finest bright colored Ivy Geraniums ever raised. Intense orange scarlet. Flowers extra large.

Comtesse De Grey—Light satiny salmon pink. Profuse bloomer. Luxuriant.

Double White—Pure white, very double.

Novelties and Odd Varieties

Poinsettia—A most unique Geranium. The flowers a brilliant Poinsettia red.

Stars and Stripes—Dwarf bedding variety. Miniature trusses of flowers scarlet with white stripe.

Carnation—Salmon. Small flowering variety, fringed petals, trusses look similar to a Carnation.

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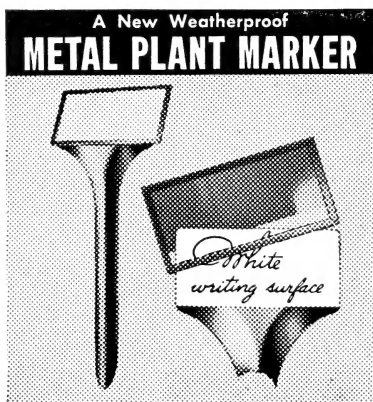
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Patent Pending

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Phone Citrus 2-5249

1441 E. Chevy Chase

Glendale, Calif.